



Permit #F00041331

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041331**Type of Permit:** FILMING**Release Date:** 06/23/2011**Production Company** @RADICAL MEDIA, INC**Producer** Karen Rohrbacher**Insured Company Name** @RADICAL MEDIA, INC**Director** Marshall Simon

Contact Phone No. 1 310-664-4563

1st AD Scott Harris

Contact Phone No. 2

Fax

Address 1630 12TH ST

SANTA MONICA, California 90404

Production Manager Joan Duff**FilmL.A. Coordinator** JDP - Jason Del Paine**Production Title** NIKE**Location Manager** Kieron Estrada

Primary Phone Mobile - 213-819-6907

Secondary Phone Office - 310-645-4500

Type of Production Commercial - Standard**Location Assistant** n/a n/a

Primary Phone Mobile - n/a

Secondary Phone

Fees

Posting 900 \$414.00

Total Permit Fee \$1,849.00

Notification Charge \$155.00

Number of Locations 2

FILMLA FILM APPLICATION FEE \$625.00

LA COUNTY FIRE REVIEW \$282.00

LA CITY FIRE DEPARTMENT SPOT CHECK \$85.00
SURCHARGE

LA COUNTY-SPECIAL EFFECTS PERMIT FEE \$288.00



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Summary Information**Location****Location 1 of 2****Page 1 of 1**

Permit Number	F00041331	Location Manager	Kieron Estrada	
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 213-819-6907	
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-645-4500	
Production Title	NIKE			
Location Address	8421 Lankershim Blvd, Los Angeles, CA, 91352			
Location Type	Gallery			
Film Dates	6/27/2011 - 6/27/2011 06:00 - 22:00 1 day			
Open or Closed to the Public	Closed			
Generic Conditions	Must Maintain 5' Clearance on Sidewalks/Walkways No cast or crew parking on area streets No interference with vehicular or pedestrian traffic			
Please see attached document	F41331, Authorization Letter_NIKE.pdf			
Equipment on Location	Type	Quantity	Personnel on Location	Type Quantity
	5 or 10 ton trucks	4		Cast 5
	Cast/Crew vehicles	40		Crew 45
	Cube Trucks	4		
	Generator	1		
	Motor Homes	1		
	Vans	2		
Filming Activities	Interior Dialogue;			
Jurisdiction	Political: Los Angeles City - Council District 06	Police: Los Angeles Police Department	Fire: Los Angeles City	
Thomas Guide	Page: 532	Grid: H1		
Approvals	LOS ANGELES POLICE DEPARTMENT		Mark Buck	
Parking	Base Camp Location Type : Filming Location	Crew Parking Location Type : Filming Location		
Posting "No Parking" signs	E/S HADDON AVE, TUXFORD ST-NORTH 450' W/S LANKERSHIM BL, 200' IN FRONT OF 8421 LANKERSHIM BL			
Approximate Footage	601 - 900	Log Number	17801	
Date(s)	6/23/2011 to 6/23/2011	Time(s)	06:00 to 22:00	
Posting "No Parking" signs	E/S HADDON AVE, TUXFORD ST-NORTH 450' W/S LANKERSHIM BL, 200' IN FRONT OF 8421 LANKERSHIM BL			
Approximate Footage	601 - 900	Log Number	17802	
Date(s)	6/27/2011 to 6/27/2011	Time(s)	06:00 to 22:00	



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Summary Information**Location****Location 2 of 2****Page 1 of 1****Permit Number** F00041331**Production Company** @RADICAL MEDIA, INC**Insured Company** @RADICAL MEDIA, INC**Production Title** NIKE**Location Manager** Kieron Estrada**Primary Phone** Mobile - 213-819-6907**Secondary Phone** Office - 310-645-4500**Location Address** 1600 S Azusa Ave, Rowland Heights, CA, 91748**Location Type** Mall**Film Dates** 6/24/2011 - 6/24/2011 18:00 - 06:00 1 day**Open or Closed to the Public** Open

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	4		Cast	5
	Cast/Crew vehicles	40		Crew	45
	Cube Trucks	4		LA County FSA assigned	1
	Generator	1		LA County FSO Assigned	1
	Motor Homes	1			
	Vans	2			

Filming Activities Exterior Dialogue; Interior Dialogue; Wetdown; Flame effects; All activity exterior in the parking lot, mall closes at 2100 hours;

Special Effects: F/X Permit # 11-FX236-118**Type****No. Times Per Day****No. Takes Per Take**

Fire Effects

6 - 10

6 - 10

Description of F/X Scene: Flaming tire tracks as seen in "Back to the Future"

Jurisdiction Political: Los Angeles County - Supervisor District 4**Police:** Los Angeles County Sheriff**Fire:** Los Angeles County**Thomas Guide Page:** 678**Grid:** G4**Approvals** LOS ANGELES POLICE DEPARTMENT

Mark Buck

Coordinator Note LA COUNTY FIRE #11-1451-79

FSO ASSIGNED: 06/24/2011, 1800-2200

FSA ASSIGNED: 06/24/2011, 2200-0600

Parking Base Camp

Location Type : Filming Location

Crew Parking

Location Type : Filming Location

**Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative**

Permit #F00041331

I certify that I am a representative of @radical.media ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 6-22-11

@radical.media
Name of Principal
By: Kieron Estrada
Representative's Signature

Kieron Estrada
Print Representative's Name

Location Manager
Representative's title

1630 12th Street
Santa Monica, CA 90291
Principal's Address

(310) 664-4500
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company